CASE STUDY · PRODUCT HOLOGRAM

Fluidra brought an Olympic pool into Hall 14.

Fluidra sells aquatic centres, and you can't bring one to a trade stand. One HoloBox911, turned landscape for the first time, carried the Olympic pool, the diving tower and the plant room. Visitors took the touch panel and explored them on their own.



New Delhi Hall 14, Bharat Mandapam

50 m	3	1st
Pool, on a trade stand	Days	Landscape HoloBox

CLIENT
Fluidra

EVENT
SFI Expo 2026

VENUE
Hall 14, Bharat Mandapam

DATES
30 July to 1 August 2026

> Fluidra showed an Olympic pool, diving pool and plant room in 3D on one HoloBox911, turned landscape for the first time, at SFI Expo 2026, Bharat Mandapam.

The brief

Fluidra sells aquatic centres, and you can't bring an Olympic pool to a trade stand. At SFI Expo 2026 in Hall 14 of Bharat Mandapam, from 30 July to 1 August, they needed buyers to understand the whole facility, including the parts buyers don't usually get to see.

What we did

For the first time, we turned the HoloBox on its side. A competition pool is fifty metres wide and two metres deep, so a landscape display suits it better than an upright one.

The unit carried three 3D worlds: the 50-metre competition pool with its grandstand, scoreboard, lane ropes and starting blocks; the diving tower, with every platform from 1 to 10 metres and the sparger running underneath; and the plant room, cut open to show the sand filters, pumps, heat exchangers and pipework.

It also demonstrated the movable bulkhead, which splits one World Aquatics compliant pool into 50-metre, 25-metre and water-polo configurations without draining a litre.

The result

Visitors took the touch panel and explored all three worlds without being shown how.

A product that can't be shipped became something buyers could explore and question on a single floor tile.

One unit, 5 jobs

01 Olympic pool

Grandstand, scoreboard, lanes and starting blocks: a full aquatic centre on the hall floor.

02 Diving tower

Every platform from 1 to 10 metres, with the sparger running underneath.

03 Plant room, cut open

Filters, pumps and heat exchangers: the part of the contract a buyer rarely sees.

04 Movable bulkhead

One pool in three states: 50 m, 25 m and water polo.

05 Self-guided touch

Visitors explored all three worlds on their own, without a guide.

Want this at your event?

Tell us the venue, the date and what you want the room to do. We'll show you what it costs and what it needs.

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